

55260

GSU ARCHIVES
MGMT 360
3/5 2001

GOVERNORS STATE UNIVERSITY
COLLEGE OF BUSINESS AND PUBLIC SERVICE
MGMT 360 -- BUSINESS COMMUNICATIONS

Instructor: David V. Curtis

Office Hours: Tuesdays 6:00 - 7:30
Thursdays 6:00 - 7:30
Other times by appointment

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Textbook: Locker, Kitty O., Business and Administrative Communications,
5th Edition, Irwin, McGraw-Hill, 2000
Supplemental readings will be provided throughout the course.

Course Overview

This course is designed to help you become more effective in exchanging ideas and information through speaking, writing, and listening. Since the majority of students in the course are business majors, the materials and assignments are designed for business and administrative environments.

This is a course in business communication, not creative writing. Consequently, language will be more conventional and the forms and formats more standardized. The conventions of written English -- spelling, punctuation, grammar, syntax and organization -- are even more important in the business environment than in creative writing, and those conventions will be emphasized. The course will focus on the various forms of business communication -- letters, memoranda, reports, formal speeches and informal presentations.

You will have writing assignments each week and will make at least two oral presentations to the class. You will have several alternatives for the oral reports. There will be unannounced quizzes from time to time to encourage you to keep current with the reading assignments. You will also prepare a personal resume' and cover letter to a potential employer. There will be no mid-term or final examinations as such. Rather, certain in-class writing assignments will be "weighted" more heavily than others. The quality of all of your communication assignments, but especially the in-class writing, will determine your final grade.

This course is being taught in a compressed eight-week period. Consequently, the shortened time span will put additional responsibilities on you to do a good deal of reading each week in addition to the written assignments. The readings and concepts are not particularly difficult -- you've heard most of them before -- but they are time consuming. The secret to writing better is to write often, receive feedback, make appropriate corrections, and then repeat the process. We'll spend a good deal of time going through that process.

Course Objectives:

- Recognize and apply the qualities of unity, tone, organization, coherence and emphasis in written and oral communication.
- Use appropriate, correct language and punctuation in writing, proofreading, and editing business communications.
- Recognize and use acceptable style and formats for business letters, memos and reports.
- Analyze and interpret various communication barriers.
- Apply appropriate business communication skills to organizational communication problems.
- Prepare and present informational and analytical business reports using oral, visual, and written media.
- Formulate effective communications for typical business situations.
- Prepare an effective job resume' and personal application letter.
- Prepare and present oral reports.

Attendance: You are expected to attend class regularly and to be on time. Part of your grade will be based on class participation, and there will be no make-ups for the quizzes and in-class assignments unless prior arrangements have been made with the professor.

Assignments: All homework assignments are to be typed or prepared on a word processor. Work submitted after the end of the class on the date due may be reduced by one letter grade for each week it is late.

Evaluation: Written assignments (homework and in-class)	65%
Certain in-class work will be weighted more heavily	
Oral Reports	20%
Unannounced Quizzes	10%
Class Participation	5%

The quizzes will receive a numerical grade. All other work will be graded in a holistic fashion with "+"s and "-"s (A-, B+, etc.).

Reading Assignment Sequence: The readings are assigned on a weekly basis, and you will be responsible for that week's readings on each Tuesday.

Week of:

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| May 8 | Introduction
Chapter 1, Business Communication, Management and Success
Appendix C, Making and Communicating Meaning
Appendix A, Formats for Letters, Memos, and E-mail Messages
Appendix B, Writing Correctly |
| May 15 | Chapter 2, Building Goodwill
Chapter 3, Adapting Your Message to Your Audience
Chapter 4, Making Your Writing Easy to Read
Chapter 5, Planning, Composing, and Revising
Chapter 17, Making Oral Presentations |
| May 22 | Chapter 7, Informative and Positive Messages
Chapter 8, Negative Messages
Chapter 9, Writing Persuasive Messages
Chapter 10, Handling Difficult Persuasive Situations |
| May 29 | Chapter 11, Sales and Fund-Raising Letters
Chapter 12, Communicating Across Cultures
Chapter 13, Working and Writing in Groups |
| June 5 | Chapter 18, Resumes
Chapter 19, Job Application Letters
Chapter 20, Job Interviews, Follow-Up Letters and Calls, and Job Offers |

The remaining class sessions will be for in-class oral presentations and writing assignments.

Persons with Disabilities: It is the intention of Governors State University to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of her/his physical abilities in order to complete the course, please notify the instructor as soon as possible.